

Privacy Policy

Aranci & Firth ("we", "us") are committed to protecting and respecting your privacy and complying with The Data Protection Act 1998 and the EU General Data Protection Regulation (GDPR). This policy outlines how we handle your personal data and what rights you have regarding your information. Please review this policy carefully to understand our views and practices regarding your personal data and how it will be treated.

Information We May Collect From You

To provide you with the best service, we may collect the following data:

- Information you provide us: When you fill out forms on our website (<http://www.aranci-firth.co.uk> (<http://www.aranci-firth.co.uk>)), such as registration, contact, or viewing/valuation request forms, or when you contact us via email or phone, you may provide us with personal information. This may include your name, address, phone number, email address, and property search criteria.
- Information we collect about you: When you visit our website, we may collect technical information such as your IP address, browser type and version, as well as analytics data about your visit, including the full Uniform Resource Locators (URL) clickstream to, through, and from our website and the time spent on each page. This information is anonymous and cannot be used to personally identify you.

Cookies

A cookie is a small file stored on your browser or the hard drive of your computer if you accept our cookie notice. Cookies contain information that is transferred to your computer's hard drive.

When you visit our website, we use analytics performance cookies to collect information to analyse how you use our website. These cookies do not collect information that identifies you personally; all information collected is anonymous and used solely to improve the website's functionality.

You can delete existing cookies on your hard drive and choose to block new cookies from our website. Visit <http://www.allaboutcookies.org/manage-cookies/> (<http://www.allaboutcookies.org/manage-cookies/>) for instructions.

Uses Made of the Information

We use the information we hold about you in the following ways:

- Information you give us: We will use this information to:
 - Carry out our obligations arising from any contracts entered into between you and us and provide you with the information and services you request.
 - Send you details of properties that match your criteria.

- Notify you of any changes to our services that may affect you.
- Ensure that our website is presented effectively for you and the device you are using.
- Information we collect from you: We will use this information to:
 - Administer our website and for internal operations, including troubleshooting, data analysis, testing, research, and statistical purposes.
 - Improve how content on our website is presented to you and the device you are using.
 - Keep our website safe and secure.

Disclosure of Your Information

We may share your information with members or subsidiaries of Aranci & Firth. We may also share your information with:

- Business partners, suppliers, and subcontractors for the performance of any contract we enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimization of our website.

Where We Store Your Personal Data

The data we collect from you may be transferred to and stored at a destination within the European Economic Area (EEA).

Although we implement measures to protect your personal data, the transmission of information via the internet is not completely secure. We cannot guarantee the security of your data transmitted to our site, and we do not accept responsibility for any risks in the transmission of data, to the extent that such liability can be lawfully excluded. Once we receive your information, we will use procedures and security features to prevent unauthorized access.

Retention

We will retain personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Your Rights

You have the right to opt-in to marketing and to subsequently request that we stop processing your personal data for marketing purposes. You can opt-in to marketing by checking certain boxes on the appropriate forms we use to collect your data. You can exercise the right to opt-out of marketing at any time by contacting us at deena@aranci-firth.co.uk <mailto:deena@aranci-firth.co.uk>).

Our website may contain links to third-party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies, and we do not accept responsibility for these policies. Please check these policies before submitting any

personal data to those third-party websites.

Access to Information

You have the right to access information held about you in accordance with applicable data protection legislation. Any access request may be subject to a fee to cover our costs in providing you with details of the information we hold about you.

Changes to Our Privacy Policy

Any changes we make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. We encourage you to periodically review this policy for the latest information on our privacy practices.

Contact

If you have any questions, comments, or requests regarding this Privacy Policy, please contact us at hello@aranci-firth.co.uk (<mailto:deena@aranci-firth.co.uk>).